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Tender

## **West Midlands Trains Marketing tender**

WEST MIDLANDS TRAINS LIMITED

F05: Contract notice – utilities

Notice identifier: 2022/S 000-012746

Procurement identifier (OCID): ocds-h6vhtk-033868

Published 17 May 2022, 10:54am

### **Section I: Contracting entity**

#### **I.1) Name and addresses**

WEST MIDLANDS TRAINS LIMITED

2nd Floor, St Andrews House, 20 St. Andrew Street

LONDON

EC4A3AG

#### **Contact**

Mark Ibbs

#### **Email**

[mark.ibbs@wmtrains.co.uk](mailto:mark.ibbs@wmtrains.co.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKG - West Midlands (England)

**Internet address(es)**

Main address

[www.westmidlandsrailway.co.uk](http://www.westmidlandsrailway.co.uk)

**I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

<http://redirect.transaxions.com/events/BvffM>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://redirect.transaxions.com/events/BvffM>

Tenders or requests to participate must be submitted to the above-mentioned address

**I.6) Main activity**

Railway services

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

West Midlands Trains Marketing tender

Reference number

WMT 2993

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services
  - QA01 - For broadcast advertising

- QA02 - For advertising on radio
- QA03 - For advertising on television
- QA04 - For advertising on the Internet
- QA05 - For advertising in cinemas
- QA06 - For advertising in newspapers
- QA07 - For advertising in magazines
- QA08 - For advertising on posters
- QA09 - For advertising by means of coupons

### **II.1.3) Type of contract**

Services

### **II.1.4) Short description**

West Midlands Trains is a UK rail operator, responsible for two customer-facing brands:

London Northwestern Railway (LNR) - for long distance and London commuter services.

[www.londonnorthwesternrailway.co.uk](http://www.londonnorthwesternrailway.co.uk)

West Midlands Railway (WMR) - a regional train service for the West Midlands.

[www.westmidlandsrailway.co.uk](http://www.westmidlandsrailway.co.uk)

This tender is for the following four lots:-

Lot 1 - Advertising - Destination marketing, with the aim of stimulating leisure trips.

Lot 2 - Pay per click - Developing a strategy for an always-on and campaigns approach to facilitate growth.

Lot 3 - Search engine optimization - A strategy is required to increase visibility of the West Midlands Railway and London Northwestern Railway websites.

Lot 4 - Consumer Public Relations and Social Media - West Midlands Trains require a partner that can enhance our presence through consumer public relations and social media all year round.

### **II.1.5) Estimated total value**

Value excluding VAT: £8,000,000

### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 4

## **II.2) Description**

### **II.2.1) Title**

Lot 1 - Advertising

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKG - West Midlands (England)

### **II.2.4) Description of the procurement**

Destination marketing, with the aim of stimulating leisure trips.

The specific requirement will be:-

1. Media planning (including all traditional & digital media).
2. Strategic planning.
3. Media buying (including all traditional and digital media).
4. Digital Technology / Ad Operations time.

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: Yes

### **II.2.11) Information about options**

Options: No

## **II.2) Description**

### **II.2.1) Title**

Lot 2 - Pay per click

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKG - West Midlands (England)

### **II.2.4) Description of the procurement**

1. Manage the ongoing pay per click accounts.

2. Develop and manage bidding strategies for Google AdWords and Bing Ads along with campaign strategies.

3. Reporting - produce weekly, monthly, quarterly and annual reports.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: Yes

#### **II.2.11) Information about options**

Options: No

### **II.2) Description**

#### **II.2.1) Title**

Lot 3 - Search Engine Optimization

Lot No

3

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

#### **II.2.3) Place of performance**

NUTS codes

- UKG - West Midlands (England)

#### **II.2.4) Description of the procurement**

1. Facilitate the growth of visits to the West Midlands Trains websites for organic traffic through:-

- a) Ongoing search engine optimization management.
- b) Developing action plans grounded in insights.
- c) Activation / implementation through in-house team and cross-agency co-ordination.
- d) Reporting & analysis including helping to set realistic KPIs and showing trends with volume and quality of traffic generated.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: Yes

#### **II.2.11) Information about options**

Options: No

### **II.2) Description**

#### **II.2.1) Title**

Lot 4 - Consumer Public Relations and Social Media

Lot No

4

**II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

**II.2.3) Place of performance**

NUTS codes

- UKG - West Midlands (England)

**II.2.4) Description of the procurement**

1. Consumer Public Relations strategy & implementation.
2. Social media - community management of West Midlands Trains Facebook and Twitter channels via Orlo.
3. Reporting & Insights.

**II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

36

This contract is subject to renewal

No

**II.2.10) Information about variants**

Variants will be accepted: Yes

**II.2.11) Information about options**

Options: No

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

The Utilities Contracts Regulations 2016 ("Regulations") do not apply to us, between us or to this project. Neither the issue of an Invitation to Negotiate ("ITN") nor the selection of any bidder, nor any other document, contact or conduct in connection with this ITN constitutes any acceptance by us that the Regulations apply to the project covered by this ITN, create any liability, assumption of liability or legal relationship under the Regulations, or an agreement by us to abide by those Regulations. The ITN procurement process and any subsequent contract awarded will be subject to English law and the exclusive jurisdiction of the English courts. By participating in the any ITN process a Bidder agrees to be bound by the above conditions and limitations. This notice must be read in conjunction with the all instructions to Bidders contained within this document.

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

### **III.2) Conditions related to the contract**

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated procedure with prior call for competition

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

20 June 2022

Local time

5:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

18 July 2022

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Department for Transport

London

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

West Midland Trains Ltd will incorporate a standstill period, following award of the contract. The period shall commence on the day following award notification, and shall be in accordance with the Utilities Contracts Regulations 2016, and all subsequent amendments and directives. At present, this standstill period shall be no less than 10 calendar days. This period allows unsuccessful tenders to seek further debriefing from West Midland Trains Ltd the Contract is entered into.

The Utilities Contracts Regulations 2016 provide for aggrieved parties who have been harmed, or at risk of harm by a breach of the rules, to take action. Any such action must be brought within 30 day (or the first working day thereafter) of the date when the aggrieved party knew or ought reasonably have known about the alleged breach. Where a contract has not been entered into, the Court may order the setting aside of the award decision, or order the authority to amend any document and may award damages. If the Contract has been entered into, the Court may only award damages.

